WHAT IS CLAIMED IS:

1. A labeler for applying adhesive labels to articles comprising a label application device having an opening therein, the label application device being expandable when subjected to pressure; the label application device including a first component defining a working face of the label application device on which labels are carried and a second component defining a body of the label application device to which the first component is secured, the first component being constructed such that the label adhesive will not readily adhere to the working face and the second component being constructed so as to be resistant to fatigue resulting from expansion and contraction of the label application device.

2. The labeler according to claim 1 wherein the first component is constructed of a first material to which the label adhesive will not readily adhere.

3. The labeler according to claim 2 wherein the second component is constructed of a second material that is relatively more fatigue resistant than the first material.

4. The labeler according to claim 1 wherein the label application device is a bellows.

5. The labeler according to claim 4 wherein the first component comprises a bellows end wall.

6. The labeler according to claim 4 wherein the second component comprises a pleated bellows sidewall.

7. The labeler according to claim 1 wherein the first material is silicon.

8. The labeler according to claim 1 wherein the second material is rubber.

9. A labeler for applying labels to articles comprising:

a label application device having an opening therein, the label application device being expandable when subjected to pressure;

a positioner for supporting the label application device and moving the label application device between a label pick-up position and a label application position; and

a vacuum source and a pressure source which may be selectively connected to the label application device such the label application device is subject to pressure when adjacent the label application position and subject to vacuum for picking up and retaining a label on the label application device at the label pick-up position;

wherein the label application device includes a first component defining a working face of the label application device on which labels are carried and a second component defining a body of the label application device to which the first component is secured, the first component being constructed of a first material to which the label adhesive will not readily adhere and the second component being constructed of a second material that is relatively more fatigue resistant than the first material.

10. The labeler according to claim 9 wherein the label application device is a bellows.

11. The labeler according to claim 10 wherein the first component comprises a bellows end wall.

12. The labeler according to claim 10 wherein the second component comprises a pleated bellows sidewall.

13. The labeler according to claim 9 wherein the first material is silicon.

14. The labeler according to claim 9 wherein the second material is rubber.

15. A labeler for applying adhesive labels to articles comprising a label application device having an opening therein, the label application device being expandable when subjected to pressure; the label application device including a first portion defining a working face of the label application device on which labels are carried and a second portion defining a body of the label application device, the first portion of the label application device being constructed of a first material to which the label adhesive will not readily adhere and the second portion of the label application device being constructed of a second material that is relatively more fatigue resistant than the first material.

16. The labeler according to claim 15 wherein the label application device is a bellows.

17. The labeler according to claim 16 wherein the first portion of the label application device comprises a bellows end wall.

18. The labeler according to claim 16 wherein the second portion of the label application device comprises a pleated bellows sidewall.

19. The labeler according to claim 15 wherein the first material is silicon.

20. The labeler according to claim 15 wherein the second material is rubber.

21. A method for applying adhesive labels to articles using an expandable label application device having an opening therein, comprising the steps of:

picking up an adhesive label with the label application device at a label pick-up position;

carrying the adhesive label to a label application position, the adhesive label being carried on a working face of the label application device that is defined by a first component of the label application device, the first component being constructed such that the label adhesive will not readily adhere to the working face, and

expanding the label application device so as to apply the adhesive label to an object to be labeled arranged at the label application position, the expansion of the label application device resulting in expansion of a second component of the label application device that carries the first component and defines a body of the label application device, the second component being constructed so as to be resistant to fatigue resulting from expansion and contraction of the label application device.

22. The method according to claim 21 wherein the label application device is a bellows.

23. The method according to claim 22 wherein the first component comprises a bellows end wall.

24. The method according to claim 22 wherein the second component comprises a pleated bellows sidewall.

25. A method for applying adhesive labels to articles using an expandable label application device having an opening therein, comprising the steps of:

picking up an adhesive label with the label application device at a label pick-up position;

carrying the adhesive label to a label application position, the adhesive label being carried on a working face of the label application device that is constructed of a first material to which the label adhesive will not readily adhere, and

expanding the label application device so as to apply the adhesive label to an object to be labeled arranged at the label application position, the expansion of the label application device resulting in expansion of a body of the label application device which is constructed of a second material that is relatively more fatigue resistant than the first material.

26. The method according to claim 25 wherein the label application device is a bellows.